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INFORMATION FOR THE PRESS



U. S. DEPARTMENT OF AGRICULTURE  
Office of Information  
Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION  
JANUARY 9, 1931 (FRIDAY)

NOTE TO EDITORS:

This release is the first of a series of timely weekly articles which the Bureau of Home Economics of the U. S. Department of Agriculture is preparing at the suggestion of the President's Emergency Committee for Employment. The purpose of the articles is to make every cent spent for food this winter buy as much good food as possible. They will be released each Friday. Articles to follow will be much shorter than the attached release. You may wish to use the material under some such head as the following:

THE MARKET BASKET

by  
the Bureau of Home Economics,  
U. S. Department of Agriculture, and  
the President's Emergency Committee for  
Employment

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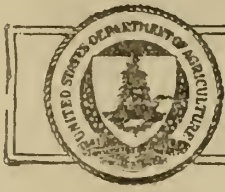
PRESS SERVICE







# INFORMATION FOR THE PRESS



## U. S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

RELEASED FOR PUBLICATION  
JANUARY 9, 1931 (FRIDAY)

### THE MARKET BASKET

by  
the Bureau of Home Economics,  
U. S. Department of Agriculture, and  
the President's Emergency Committee for  
Employment

A plan to make every cent spent for food count in preventing malnutrition and in maintaining health has been developed by the Bureau of Home Economics of the U. S. Department of Agriculture for the President's Emergency Committee for Employment. This food plan or guide is designed, primarily, to help families with low incomes, according to the announcement made by Dr. Lillian M. Gilbreth, chairman of the Woman's Division of the Committee.

"This winter many families throughout the country are confronted with the problem of getting a satisfactory food supply with very little ready cash," says Doctor Gilbreth. "Our immediate relief necessity is no longer conservation. What we need to know now is how to spend money wisely for food."

Doctor Gilbreth has appealed to the women of the country, and to the many organizations that worked with Mr. Hoover on food during the war period to rally and meet the demands of this new problem that faces the Nation. "Our food standards," she says, "must not be lowered or adults will suffer and the children may be handicapped for life."







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Every meal—Milk for children, bread for all.  
Every day ---Cereal in porridge or puddings.  
Potatoes.  
Tomatoes (or oranges) for children.  
A green or yellow vegetable.  
A fruit or additional vegetable.  
Two to four times a week.  
Tomatoes for all.  
Dried beans and peas or peanuts.  
Eggs (especially for children).  
Lean meat, fish or poultry, or  
cheese.

\* \* \* \* \*







## SIMPLE MEALS ARE BEST

Families with limited incomes, as a rule, do not need to be reminded that simple meals are always best, says the Bureau of Home Economics. When the income is small most adults as well as children will find their appetites are satisfied with an abundance of a few foods rather than a little bit of several things.

You can follow your family food guide, the bureau advises, if you serve meat or fish three or four times a week as the main dish for dinner. Other days you may choose cheese, baked beans or a thick pea or bean stew.

The meat allowance is small but its flavor can be extended and the whole meal made more palatable if vegetables are cooked with it. Other ways in which this can be done are by stuffing, making dumplings and gravy, or by cooking the meat with potatoes, rice or macaroni. The skillful use of onions, carrots, celery and tomatoes in small amounts heightens the flavor of stews and soups while at the same time it adds to the attractiveness of meals. You should definitely plan to use part of the weekly allowance of vegetables for this purpose.

Potatoes and one other vegetable or fruit should be served every day for dinner. Some days the vegetables may be served raw as a salad. Canned tomatoes, shredded cabbage, grated carrots and turnips, sliced onions, and many greens may be eaten raw with salt or salad dressing. They are delicious and more healthful raw than cooked. Then none of the mineral salts or vitamins are lost. This also saves fuel cost.

A dessert is not absolutely necessary but adds interest and flavor to the diet. Some inexpensive and very good ones include bread, rice or Indian pudding and shortcake made with dried fruit.

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## MARKET NEWS

Where fresh milk costs more than ten to twelve cents a quart we suggest that unsweetened canned milk or dry skim milk be substituted for the greater part







of the milk allowance. The index calls for a large quantity of cereal and milk, the two things which supply the greatest food value for the money.

In choosing your meats be sure to adapt your menu for the day to the prices in your local markets. There are many inexpensive cuts to choose from ranging in price from 8 to 25 cents a pound. The flavor is equally as good as the more costly kinds and from week to week we will give you recipes for serving them in different ways. In most parts of the country lamb is cheaper than it has been in years and there is a plentiful supply of it.

the  
Potatoes and other root vegetables are reasonably low in price this year as are citrus fruits. Tomatoes or citrus fruit are essential to the diet of families living by the Food Index. A #2 can of tomatoes, which is medium sized, ought not to cost more than 12 cents. Flour is cheaper than it has been in years, about  $4\frac{1}{2}$  cents a pound but bread has remained at about the same price. Baking your own bread may mean a saving, providing there is time and the cost of fuel is taken into consideration.

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#### A FAMILY OF FIVE

including

the father, mother and three young children should buy every week:

Flour and cereal ( $1\frac{1}{2}$ lb. of bread counts as 1 lb. flour)	- - - -	18 to 20 pounds
Whole milk	- - - - -	23 to 28 quarts
Potatoes	- - - - -	1 to $1\frac{1}{2}$ pecks
Dried beans, peas, peanut butter	- - - - -	1 to 2 pounds
Tomatoes, canned	- - - - -	3 quarts
Other vegetables (including some of green or yellow color) and inexpensive fruits	- - - - -	15 to 18 pounds
Fats, such as lard, salt pork, bacon, margarine, butter, etc.	- - - - -	$2\frac{1}{2}$ pounds
Sugar and molasses	- - - - -	3 to 4 pounds
Lean meat, fish, cheese, eggs	- - - - -	5 to 7 pounds
Eggs (for children)	- - - - -	8 eggs

\* \* \* \* \*

#### MENU FOR ONE DAY

##### Breakfast

Oatmeal	Milk
Crisp Toast and Milk to drink (for children)	
Griddle cakes and coffee (for adults)	







Dinner

Lamb stew with carrots, onions, potatoes  
Biscuit or bread  
Stewed prunes

Supper

Cream of Tomato Soup      Baked Potatoes  
Peanut Butter Biscuit

\* \* \* \* \*

LAMB STEW

2 pounds lean raw lamb	1 green pepper, chopped
2 tablespoons butter or other fat	1 quart water
$\frac{1}{2}$ cup sliced onion	Flour
3 cups diced carrots	salt and pepper

Breast, shoulder, neck, flank, and trimmings are all good for lamb stew. Wipe the meat with a damp cloth, cut into small pieces, and roll in flour. Melt the butter in a skillet, add the onion, cook until it turns yellow, and add the meat. When the meat and onion have browned delicately, transfer them to a kettle, and add the water, after first pouring it into the skillet so as to get the full benefit of the browned fat. Cover, and simmer for one hour. Then add the carrots, green pepper, and seasonings, and cook 20 minutes longer. If the stew is not thick enough, add 1 tablespoon of flour mixed with 2 tablespoons of cold water, and cook for several minutes longer, stirring constantly. Serve piping hot with browned potatoes cooked separately and garnish with parsley.

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CREAM OF TOMATO SOUP

1 large can of tomatoes	2 tablespoons flour
1 small onion, chopped	1 pint milk
1 teaspoon sugar	Salt
8 cloves	Pepper
2 teaspoons melted butter or other fat	Chopped parsley

Cook the tomatoes, onion, sugar, and cloves about ten minutes. Press through a fine sieve to remove the seeds. Prepare a sauce of the melted fat, flour and milk; cook and stir well until thickened. Pour the hot tomato juice into the cream sauce, season with salt and pepper and serve at once with a sprinkling of parsley over the top.

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PEANUT BUTTER BISCUIT

4 tablespoons peanut butter	4 teaspoons baking powder
2 tablespoons fat	2 cups flour
$\frac{3}{4}$ teaspoon salt	Milk

Stents and rub the fat and peanut butter into the flour  
well in this dry mixture and, stirring from  
soft do On a lightly floured  
in small rounds.  
own. Serve at once.







RELEASED FOR PUBLICATION  
JANUARY 16, 1931 (FRIDAY)

by  
the Bureau of Home Economics,  
U.S. Department of Agriculture, and  
the Woman's Division of the  
President's Emergency Committee for  
Employment

# FAMILY FOOD GUIDE

Every meal--Milk for children, bread for all.  
Every day---Cereal in porridge or puddings.  
Potatoes.  
Tomatoes (or oranges) for children.  
A green or yellow vegetable.  
A fruit or additional vegetable.  
Two to four times a week  
Tomatoes for all.  
Dried beans and peas or peanuts.  
Eggs (especially for children).  
Lean meat, fish or poultry, or cheese.

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For these reasons it was chosen as the mainstay of the low-cost food guide issued weekly by the bureau in cooperation with the President's Emergency Committee for Employment. The bureau recommends seven quarts of fresh, whole milk a week for every child less than two years old, at least a pint a day for older children, and from one to two quarts a week for adults.



THE HISTORY OF THE  
CITY OF BOSTON

FROM THE FIRST SETTLEMENT  
TO THE PRESENT TIME  
BY  
JOHN HUTCHINGS

THE HISTORY OF THE  
CITY OF BOSTON

FROM THE FIRST SETTLEMENT  
TO THE PRESENT TIME  
BY  
JOHN HUTCHINGS



Because of local market conditions and the present economic situation  
S many families are unable to buy this quantity of fresh milk, but Doctor  
Stanley says that canned unsweetened milk or powdered milk may be sub-  
stituted in equivalent proportions. Either of these may be used in cook-  
U ing, made into cocoa, or mixed with water for drinking.

Both whole milk and skim milk are on the market in powder form,  
varying in price with the size of the package. "At present," says  
M Doctor Stanley, "neither one is commonly sold in local stores, but they  
can be bought by the barrel. Relief organizations throughout the country  
can offset this lack of supplies at retail, by handling powdered milk  
M for the families that need them, buying in bulk for the community. Most  
bakery, ice cream and confectionery supply companies carry dry skim milk  
in stock and it can usually be purchased through them. If purchased in  
A 200-pound barrels the cost of milk is reduced to three cents a quart.  
Whenever skim milk is substituted entirely for whole milk every member  
of the family should take one to two ounces of cod liver oil a week.  
R This is essential in order to supply the body with Vitamins A and D which  
control normal growth and prevent rickets. Vitamin A is necessary for  
the normal nutrition of the tissues in order to prevent infection. This  
Y vitamin is sometimes called the anti-infective vitamin.

"In the committee's food guide, in which the quantities of milk,  
vegetables, fruits and lean meats are close to the minimum, it is im-  
portant--for the sake of iron--that at least one-third of the cereal  
should be a whole grain product. When white flour is used it is best  
to mix a pound of wheat germ or the same quantity of rice polishings  
with the weekly allowance for the sake of some of the vitamins removed







in the milling."

Here again the committee requests the emergency relief organizations to buy these two products in bulk for their communities. As a rule wheat germ and rice polishings are obtainable only in stores near flour and rice mills. Recipes for their use will be sent on request by the Bureau of Home Economics, of the U. S. Department of Agriculture, Washington, D. C.

Families in the far South are urged to plant, immediately, as much of their own food supply as they can. Spinach, lettuce, early cabbage and garden peas can be planted throughout the winter. More explicit information on what to plant and when to plant it may be obtained from the agricultural colleges in each State.

The Woman's Division of the President's Emergency Committee for Employment, of which Dr. Lillian M. Gilbreth is chairman, asks for volunteers among the trained home economics workers to assist in this program of low cost feeding. Names should be sent to Doctor Gilbreth's headquarters in the Department of Commerce Building, Washington, D. C. The committee solicits their aid in bringing about better local adjustments between the needs and the supplies of foods and in preventing drastic cuts in food consumption by the persons who now must reduce their living expenses.

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NOTE TO EDITOR: The additional details below are for publications desiring more particulars.

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A FAMILY OF SEVEN

including

the father, mother and five children should buy every week:

Flour and cereal (1 1/2 lbs. bread equals 1 lb. cereal).....	25 to 30 lbs.
Whole fresh milk.....	30 to 40 qts.
or	
Canned unsweetened milk.....	15 to 20 tall cans







Potatoes.....	21 to 28 lbs.
Dried beans, peas, peanut butter.....	1 to 3 lbs.
Canned tomatoes.....	4 to 5 #3 cans
Other vegetables (including some of green or yellow color), and inexpensive fruits.....	20 to 25 lbs.
Fats, such as lard, salt pork, bacon, margarine, butter, etc.....	4 lbs.
Sugar and molasses.....	5 to 7 lbs.
Lean meat, fish, cheese, eggs(1 1/2 doz.eggs approximates 1 lb.	7 to 10 lbs.
Eggs (for children).....	8 eggs
Coffee.....	1 lb.
Tea.....	1/4 lb.

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Note to the Editor: The President's Emergency Committee for Employment would appreciate your cooperation if you would assign a reporter to gather the prices of the market basket needed for the family of seven and list them here.

## MARKETING SUGGESTIONS

Orange and tomato juice have approximately the same food value. Either or both are essential to this low cost food diet. Whichever one is the cheaper is the one to buy. Meats and vegetables should also be chosen in the same way. Watch your local market prices, the bureau advises, and fit your menu for the day to the sales.

The flour and cereal allowance may be divided as follows: White flour, 10 to 12 lbs., graham or whole wheat flour, 5 to 6 lbs., corn meal, 4 to 5 lbs., hominy grits or farina, 4 lbs. and rolled oats, 2 to 3 lbs. A good proportion of the meat, fish, cheese and poultry allowance would be, lean meat 4 to 5 lbs., dried or canned fish, 1 to 2 lbs., cheese, 1 to 2 lbs. and eggs  $1\frac{1}{2}$  doz. (equals 1 lb.).

## MENU FOR ONE DAY

## Breakfast

Cooked cereal                      Milk  
Plain toast and milk to drink  
          (for children)  
Fried French Toast and Coffee  
          ( for adults)







Dinner

Baked Scalloped Salmon      Potatoes    Spinach  
Milk

Supper

Bean Soup                  Graham Toast  
Apple Sauce - Ginger Bread  
Milk for children - Tea for adults

\* \* \* \* \*

FRENCH TOAST

2 eggs	Butter
1/2 to 3/4 cup milk	Bread
salt	

Cut well-baked, even-textured, rather dry bread into uniform slices about 1/4 inch thick. Beat the eggs and add the milk and salt. Dip the slices of bread quickly into the egg mixture, drain, and fry at once in butter or well-seasoned fat in a heavy smooth skillet. Use moderate heat, and let the toast become golden brown before turning.

Serve immediately with molasses or sirup.

SCALLOPED SALMON

1 pound can of salmon	1 1/4 cups milk
2 tablespoons butter or margarine	1/4 teaspoon salt
2 tablespoons flour	1/2 cup buttered bread crumbs

Break the salmon into pieces and remove the bones. Prepare a sauce of the butter, flour, milk, and salt. Place a layer of the salmon in the bottom of a greased baking dish, add some of the sauce, then another layer of salmon, and so on until all the ingredients are used. Cover the top with the buttered bread crumbs, and bake in a moderate oven until the sauce bubbles up and the crumbs are brown.

BEAN SOUP

1 pint dried navy or black beans	1 tablespoon flour
Cold water	2 tablespoons water
1/2 pound salt pork	Salt
1 onion	Pepper
4 celery stalks	







Wash and soak the beans overnight in 2 quarts of cold water. The next morning add 2 more quarts of water, the salt pork, onion, and celery, and cook until the beans are soft. Remove the salt pork, cut into small pieces, press the beans through a sieve, and save all the liquid. Combine all these ingredients, reheat, and add the flour and water, which have been well mixed. Add the salt and pepper and cook for a few minutes. Serve with a slice of lemon on the top of each portion.

Chopped peanuts may be added to the soup for a pleasing variation.

To make a full-meal dish, pour this soup over toast covered with tender brown slices of onions, and sprinkle grated cheese over the top.

#### GINGERBREAD

1/3 cup fat	1/2 teaspoon soda
1/2 cup sugar	1/2 teaspoon salt
1 cup molasses	1 teaspoon ginger
1 egg	1/2 teaspoon cloves
3 cups sifted soft-wheat flour	1/2 teaspoon cinnamon
4 teaspoons baking powder	1 cup milk

Cream together the sugar and fat. Add the molasses and beaten egg. Sift together twice the dry ingredients and add to the first mixture alternately with the milk. Bake in two shallow pans in a moderate oven (350° F.) for 30 to 40 minutes. Serve with cream cheese or whipped cream.

One cup of sour milk may be used instead of the sweet milk. In that case, use 1 scant teaspoon of soda in place of the 1/2 teaspoon called for in the recipe and use only 2 teaspoons of baking powder.

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U. S. DEPARTMENT OF AGRICULTURE  
OFFICE OF INFORMATION  
PRESS SERVICE



WASHINGTON, D. C.

RELEASED FOR PUBLICATION  
JANUARY 30, 1931 (FRIDAY)

THE MARKET BASKET

by

the Bureau of Home Economics,  
U.S. Department of Agriculture, and  
the Women's Division of the  
President's Emergency Committee for  
Employment

FAMILY FOOD GUIDE

:	:
: Every meal---	Milk for children, bread for all.
: Every day---	Cereal in porridge or puddings.
:	Potatoes.
:	Tomatoes (or oranges) for children.
:	A green or yellow vegetable.
:	A fruit or additional vegetable.
:	Milk for all.
: Two to four times a week---	:
:	Tomatoes for all.
:	Dried beans and peas or peanuts.
:	Eggs (especially for children).
:	Lean meat, fish, or poultry, or cheese.

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Be sure you have plenty of vitamin "A" in your diet during the winter months if you hope to keep up a resistance to infections of the sinuses and air passages, ears and eyes, says the Bureau of Home Economics, U. S. Department of Agriculture.

food

People living on a minimum/budget should especially heed this warning and buy foods that will give them the maximum nutrition for their money. In the winter the body is subject to sudden chills and changes of temperature; consequently lack of adequate food is more quickly reflected in general wellbeing



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during cold weather than in the summer.

S Fresh whole milk, liver and kidney, green leafy vegetables, raw carrots,  
butter, and cod-liver oil contain generous amounts of this vitamin "A", which is  
sometimes called the "anti-infective" vitamin. Laboratory tests on white rats,  
which show conclusively that whenever vitamin "A" is left out of the diet, the  
U areas mentioned above are likely to become infected.

During the war Denmark exported its milk fat, and a great many Danish  
children developed eye infection. It was cleared up by feeding vitamin "A". In  
this respect the experiments on rats and humans were alike. It is probable that  
M occurrences of other infections in humans are similar to those found in rats  
that are fed rations deficient in this vitamin.

Vitamin "A" is necessary the year round the bureau says, and it is espec-  
ially important for children, since it is also indispensable for normal growth.  
M Food can satisfy the appetite and yet not be sufficient for health. This condi-  
tion often exists when there is not enough money to provide a wide variety of  
foods in the diet.

Children suffer more lasting effects than do adults during such periods  
A as drought and the present employment emergency. If they eat foods which lack  
vitamins, they do not get the necessary materials with which to grow and build.  
Poor teeth, rickets, stunted growth and lowered resistance are the usual results.

The bureau has prepared the "Family Food Guide" which accompanies this  
R article. Those who follow it will be safeguarded against the diseases that come  
in the train of malnutrition. It is composed of a comparatively large allowance  
of milk and cereal with little meat, fish, cheese, and eggs. This is supple-  
mented by vegetables, fruits, legumes, and a relatively small amount of fats and  
Y sugar. Oranges or fresh or canned tomatoes are included to insure against scurvy

The food guide was developed at the request of the Women's Division of  
the President's Emergency Committee for Employment of which Dr. Lillian M.



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Gilbreth is chairman. A family of ten can buy food for one week, for \$12.23, if they adapt this food guide to their three meals served each day, according to the bureau estimate. The figures are the average gathered in twelve cities from coast to coast. The prices for each city are as follows: Pittsburgh, \$10.01; Los Angeles, \$11.65; Detroit, \$11.69; Chicago, \$11.73; St. Louis, \$12.30; New Orleans, \$12.44; Kansas City, Mo., \$12.69; Atlanta \$12.94; Washington, D.C., \$13.06; Charlotte, \$13.07; New York City, \$13.30.

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#### A FAMILY OF TEN

including

three adults and seven children should buy every week:

Flour and cereal ( $1\frac{1}{2}$ lbs. bread equals 1 lb. cereal) . . . . .	30	-	40 lbs.
Whole fresh milk . . . . .	43	-	56 qts.
or			
Canned unsweetened milk . . . . .	43	-	56 tall cans
Potatoes . . . . .	30	-	40 lbs.
Dried beans, peas, peanut butter . . . . .	2	-	5 lbs.
Canned tomatoes . . . . .			6 #3 cans
Other vegetables (including some of green or yellow color) and inexpensive fruits . . . . .	30	-	40 lbs.
Fats, such as lard, salt pork, bacon, margarine, butter, etc. . .			6 lbs.
Sugar and molasses . . . . .			7 lbs.
Lean meat, fish, cheese, eggs (1 doz. eggs approximates 1 lb.) .	10	-	14 lbs.
Eggs (for children) . . . . .			8 eggs
Coffee . . . . .			$1\frac{1}{2}$ lbs.
Tea . . . . .			$\frac{1}{2}$ lb.

#### MENU FOR ONE DAY

##### Breakfast

Cooked Cereal	Milk
Hot Biscuit	Molasses

##### Dinner

Hopping John with Tomato Sauce	Scalloped Potatoes
Raw Cabbage and Carrot Salad	(Cooked Carrots for youngest children)
with crisp, green Lettuce	
Coffee	Milk for children
Bread	Butter or Margarine

##### Supper

Cheese with Spaghetti or Macaroni
Milk Toast for children
Tea for adults
Stewed prunes
Bread
Butter or margarine

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### HOPPING JOHN WITH TOMATO SAUCE

2 cups dried beans	2 medium-sized onions
$\frac{1}{2}$ lb. salt pork	2 teaspoonsful salt (depending
2 cups cooked rice	upon saltiness of pork)
	Pepper

Soak the beans overnight in 4 cups water, and in the morning add 4 more cups and cook gently until tender. Cut the salt pork into small pieces, brown in a skillet. Add these cubes to the beans. Chop the onions fine, brown in the salt pork fat, mix with the beans, add salt and pepper. Combine the beans with the cooked rice, continue cooking for 10 minutes, and serve with tomato sauce.

### TOMATO SAUCE

4 cups canned tomatoes	2 whole allspice
4 slices onion	2 whole cloves
2 teaspoons sugar	Flour
	Salt and pepper

Simmer the tomato, onion, sugar, and spices for 10 minutes. Strain through a fine sieve, and measure the liquid. For each cup of liquid blend 2 tablespoons flour with enough water to make into a smooth, thin sauce, add to the tomato juice with salt and pepper to season, and stir until thickened. Continue to cook over hot water for 5 or 10 minutes. Serve hot over the Hopping John.

### CABBAGE AND CARROT SALAD

Use equal parts of grated carrots and finely shredded cabbage. Mix the carrots and cabbage together with seasoning (Salad dressing, if desired) until well blended. Serve on crisp, green lettuce.

### CHEESE WITH SPAGHETTI OR MACARONI

4 cups macaroni or spaghetti,	4 cups milk
broken into small pieces	2 teaspoons salt
4 tablespoons flour	1 lb. sharp-flavored cheese,
8 tablespoons fat	shaved thin

Cook the macaroni or spaghetti in 4 quarts of boiling salted water until tender, and drain. Make a sauce of the flour, fat, milk and salt. Cook over hot water for 5 to 10 minutes. Take it from the stove, add the cheese, and stir until the cheese is melted. Pour the cheese sauce over the hot spaghetti and serve at once.

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